

Departmental Action Plan

Dealership **JOE BASIL CHEVROLET**

Student Name **CRAIG COLBY**

Academy Week **Week 2 - Fixed Operation - Parts**

Class & Student Number **NADA345**

Current Situation

Our current situation at Joe Basil is our wholesale GP% is holding at 14.2%. This includes back end GM money. Nada guide for wholesale shows 17%. We view this as an opportunity to make some subtle changes and narrow the margin towards an obtainable % of 17. We do realize that we are in a competitive wholesale parts market and we have to strive on relationships and servicing the customer. We feel that once this is established(which it is for the most part with our current accounts ) we can make incremental changes to increase gross profit without losing serviceability and relationship building.

Overall Objective:

Our overall objective is to reach our goal and the NADA guide of 17% GP on wholesale parts. Training the parts countermen to maximize every opportunity to "upsell " and customer handling skills. Continue to suggest and review available programs from the manufacturer and Joe Basil Chevrolet with our daily over the road sales rep.

Proposed Timeline

Our proposed timeline. Our proposed timeline is end of quarter 2019 . June 30th . We feel this is sufficient time to increase focus on the % bump of 2.8 points .With the implementation of below action items.

Action Plan

Action Plan.> Training staff - continue to train , work with , conduct meetings , and over the shoulder support -maximize opportunities to add additional parts sales to each and every sales transaction. > Review sales information and statistics regarding sales , gross , return % adjust accounts percentages with above data reviewed. Minor tweaks to existing accounts.> Maximum utilization of our on the road salesman, continue to work hand and hand with our over the road sales manager, continue to use GM and Basil point of sale materials and monthly specials.

Requirements

Meeting with Dealer:  
1. Action Proposed:The action plan as described above.

Meeting with stakeholder(s) (dealership personnel):  
Describe what is in place to support desired goal:  
Training / Coaching / Consequences related to results / Pain & Gain  
Commitment -to work with and develop a strong parts team that holds each other accountable with a shared vision towards common goals.  
2. Consult -Our parts team daily and also monthly meetings with actionable agenda items  
Coach- ongoing from parts manager and assistant parts manager with the help of fixed director and on the road salesman  
Accountability -daily monitoring from parts manager with counterstaff(over shoulder) daily e-mails from on the road salesman  
Expenses -minimal expense with relationship building of wholesale accounts( lunches,donuts etc.)

Accountability: Monitoring progress:

Who:

parts counter-parts manager-assistant parts manager-fixed operations-on the road salesman

What:

parts counter answers calls-parts counter handling and all electronic ordering communicating with drivers for prompt parts deliveries

By When:

effective immediately ( 2-12-19 )

How.

daily monitoring of sales - processing of orders -

3.

4.

5.

Projected Date of Completion:

JUNE 30TH 2019

Sponsor Signature:

Evaluation of Results: Include measured results.

(± Metrics)

Impact areas: sales / gross / expenses / net profit / csi / Sales:Wholesale sales will increase with a thorough impementation of above items .With minute by minute training and observation , adjusting parts discounts and over the road consistency. Gross:Gross increase is our overall goal and will increase with above action plans and measurables.Net profit will follow suit with no additional expense added to the actionable items other than minimal expenses like donuts or lunches.